



# **GreenSense Kick Off**

## **October 2008**



# Introduction of Champions





# City Manager Talk



[CambridgeMA.gov](http://CambridgeMA.gov)



# All About Cambridge GreenSense



[Cambridgema.gov](http://Cambridgema.gov)

# Why Energy?

- ✿ \$\$ - City energy: \$7.5 million in FY08
- ✿ Environment -
  - Greenhouse gas emissions/global warming
  - Air pollution
- ✿ Health – Asthma 1:10 adults in Mass.

# Why Am I Here Today?

Turning off unneeded lights and equipments in one City building:

- Saves \$1,500 per year
- Reduces power plant emissions:
  - >6 tons CO<sub>2</sub>
  - 6 lbs Nox
  - 20 lbs Sox

Your actions make a difference!

# How GreenSense Got Started

- ✿ Estimated 5-15% of budget is waste we can control
- ✿ Looking for simple-to-address opportunities each employee could have impact on
- ✿ Surveyed 10 buildings, from Fire HQ and City Hall Annex to DPW Ryan Building and Central Square Library



# What We Found

- ❖ Lights left on after-hours in:
  - ❖ Common areas
  - ❖ Hallways
  - ❖ Stairwells
  - ❖ Restrooms
  - ❖ Kitchen areas
  - ❖ Offices





# What We Found

- ❖ 53% of computers were left ON after hours
- ❖ 47% of all computer monitors were ON
- ❖ 58% of all printers were either ON (16%) or in sleep mode (52%)



# What We Did About It

- ✿ Set a realistic, measurable goal of a 5% reduction in energy usage after 1 year

# The Four Tips

- ✿ Tip 1      Turn it Off  
(lights and office equipment)
- ✿ Tip 2      Power Down  
(computers/printers)
- ✿ Tip 3      Use Your (Green) Senses  
(check for air and water Leaks)
- ✿ Tip 4      Be a Power Saver  
(timed for summer/peak demand)



# What Gets Measured Gets Done

- ✱ Results tracked, measured, and presented to all facilities
- ✱ Baselines for each building's energy usage and waste production
- ✱ Quarterly analysis of results — measure change in usage not \$'s
- ✱ Present results, recognize achievement at top facilities, and encourage greater participation where there is no change



# Champions Are the Key to Success





# Your Role in Cambridge GreenSense

- ✿ To your co-workers, you will be the face of Cambridge GreenSense cheerleader
  - ✿ Part of a city-wide team of energy monitors
  - ✿ Setting a good example
  - ✿ “Town Crier” — getting the word out
  - ✿ Not a scold...but a gentle nudge
  - ✿ Review quarterly results...keep the successes going





# What You Can Do to Make it Work

- ✿ Kick-off meeting — work w/your supervisor/dept head to coordinate
- ✿ This is your program — how you schedule/run the meeting is your call
- ✿ You've got help — rely on your GreenSense Team leader to coordinate your building/departments
- ✿ If there's more than 1 Champion/departments, work as a team
- ✿ Come up with a plan for who is responsible for what — if no one's assigned, it's "someone else's" job

# Tools For Implementing GreenSense

## ✿ FAQ

- ✿ Suggestions of what you can do to implement Tip 1 — ideas, not mandates
- ✿ Arms you with facts on the environmental impact of turning off lights and equipment
- ✿ Rebuts myths
- ✿ Helps you answer employees' questions



# Tools For Implementing GreenSense

## ✿ Champions Energy Guide

- ✿ Brief, thorough overview of Tip 1
- ✿ Environmental and financial benefits
- ✿ Suggestions for implementation
- ✿ Specific info on where to place posters, stickers



### Energy Champion's Guide for Tip #1: Turn it Off!

#### The Opportunity

One of the easiest ways to cut energy waste is by turning off lights and office equipment when they're not in use. Everyone knows it makes sense to "Turn it Off," but sometimes we forget. So we're asking City employees to be a little more mindful of energy conservation by placing posters and stickers in strategic areas, reminding us all to **turn off the lights when we leave a room and turn off equipment** (or even unplug, when possible) when we leave for the day.

#### What's the Impact?

Little things can add up to big energy waste and environmental impact. Some statistics to consider:

- 40% of greenhouse gas emissions can be attributed to electricity production
- Low power or standby mode isn't enough—unplug appliances whenever possible
  - Most power supplies waste 20 to 30% of the energy they draw
  - A large photocopier left on overnight in standby will waste enough energy to produce over 5,000 copies
  - 13% of home/office electricity use is from appliances in low-power mode
  - Your cell phone charger is a big energy hog—unplug it when your phone has finished charging
- Coffeemakers use 1,000 watts of power per hour—make sure yours is turned off after the java's gone

Turning off lights when they're not in use and equipment when it's no longer needed will really help reduce the environmental and financial impact on City facilities.

#### Average Financial and Environmental Benefit at ONE City Facility Per Year

<b>Financial Benefit</b>	<b>Average Cost Avoidance</b> <b>\$1,500/facility/year</b>
<b>Environmental Benefit</b>	<b>Reduced power plant emissions</b> > 8 Tons CO <sub>2</sub> 5.6 Pounds NO <sub>x</sub> 19.6 Pounds Sox } /facility/year



# Tools For Implementing GreenSense

## ✿ Posters

- ✿ Eye catching, minimal text
- ✿ Place them where they'll have the most impact in your facility
- ✿ Plenty of supplies today...  
Call if you need more



# Tools For Implementing GreenSense

## ✿ Stickers

- ✿ For lights and equipment
- ✿ Get your team involved...where should they go?
- ✿ They're removable, not permanent
- ✿ Small sample today — give us feedback on size, color, paper — and we'll print more







# Tools For Implementing GreenSense

- ✱ Common Ground Site
  - ✪ General CGS info
  - ✪ Downloadable PDF's of FAQ, Champions Guides, Posters
  - ✪ Quarterly results posted
  - ✪ Suggestion box





# You Are Not Alone!

- ✿ Team Captains
- ✿ Online resources
- ✿ Monthly conference calls with Champions
- ✿ Quarterly meetings
- ✿ Share ideas via email with other Champions



# Strategies For Success

Team Brainstorming

